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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/820,453	03/28/2001	Michael J. Borg	10006797-1	6680
7	590 06/07/2005	EXAMINER		
HEWLETT-PACKARD COMPANY			GRAYSAY, TAMARA L	
Intellectual Property Administration P.O. Box 272400 Fort Collins, CO 80527-2400				
			ART UNIT	PAPER NUMBER
			3623	

DATE MAILED: 06/07/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

		Application No.	Applicant(s)			
Office Asticus Com		09/820,453	BORG ET AL.			
	Office Action Summary	Examiner	Art Unit			
		Tamara L. Graysay	3623			
	The MAILING DATE of this communication appears on the cover sheet with the correspondence address Period for Reply					
A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION. - Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication. - If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely. - If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication. - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).						
Status						
1) 🗌 F	Responsive to communication(s) filed on					
	This action is FINAL . 2b) This action is non-final.					
•—	3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under <i>Ex parte Quayle</i> , 1935 C.D. 11, 453 O.G. 213.					
Disposition of Claims						
 4) Claim(s) 1-25 is/are pending in the application. 4a) Of the above claim(s) is/are withdrawn from consideration. 5) Claim(s) is/are allowed. 6) Claim(s) 1-25 is/are rejected. 7) Claim(s) is/are objected to. 8) Claim(s) are subject to restriction and/or election requirement. 						
Application Papers						
9)⊠ ⊤	he specification is objected to by the Examine	r.				
10)⊠ The drawing(s) filed on <u>28 March 2001</u> is/are: a) accepted or b)⊠ objected to by the Examiner.						
	Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).					
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d). 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.						
Priority under 35 U.S.C. § 119						
 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f). a) All b) Some * c) None of: 1. Certified copies of the priority documents have been received. 2. Certified copies of the priority documents have been received in Application No. 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)). * See the attached detailed Office action for a list of the certified copies not received. 						
Attachment(s)						
1) Notice of References Cited (PTO-892) 2) Notice of Draftsperson's Patent Drawing Review (PTO-948) 4) Interview Summary (PTO-413) Paper No(s)/Mail Date						
3) 🔲 Informa	3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date 5) Notice of Informal Patent Application (PTO-152) 6) Other:					

Art Unit: 3623

DETAILED ACTION

1. Applicant has not responded to the specification objection made on page 2 of the previous Office action. Therefore, the following drawing and specification objections are made herein.

Drawings

2. The drawings are objected to because: They fail to comply with 37 CFR 1.84(p)(5) because they include the following reference character(s) not mentioned in the description: 408 (Fig.4).

Corrected drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. The figure or figure number of an amended drawing should not be labeled as "amended." If a drawing figure is to be canceled, the appropriate figure must be removed from the replacement sheet, and where necessary, the remaining figures must be renumbered and appropriate changes made to the brief description of the several views of the drawings for consistency. Additional replacement sheets may be necessary to show the renumbering of the remaining figures. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

Specification

3. The disclosure is objected to because of the following informalities: Reference character 408 (Fig.4) is not mentioned in the specification (e.g., p.15). Appropriate correction is required.

Art Unit: 3623

Claim Rejections - 35 USC § 101

Page 3

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

- 4. Claims 12-25 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.
 - a. Regarding claims 12-16, the claimed invention is a product for performing a process, not a specific machine or manufacture defined by structure. The specification merely describes the general function of the software, no specific software is disclosed, although one of ordinary skill in the programming art would be able to practice the invention without undue experimentation. A claimed product for performing a process that is not a specific machine or manufacture may be statutory if it falls within one or both of the safe harbors of post-computer or pre-computer activity or if it is limited to a practical application in the technological arts.
 - i. Post-Computer Activity: Product claims 12-16 do not encompass post-computer activity. The process of retrieving data from the component memory, storing the data, and applying marketing solutions, performed by the product, is not post-computer activity, i.e., independent physical acts; but instead include computer activity alone. The embodiment that includes applying marketing solution of sending an email (p.18, l.3) is not post-computer activity because it is performed within the computer.
 - ii. Pre-Computer Activity: Product claims 12-16 do not encompass precomputer activity. The process of retrieving data from the component memory,

Art Unit: 3623

Page 4

storing the data, and applying marketing solutions, performed by the product, is not pre-computer activity, i.e., manipulation of data representing a physical object or activity; but instead merely transfer data from the component to the database, store the data (unchanged), and associate the data (printing device) to another set of data (marketing solutions) without transformation of signals representing physical objects or activity (e.g., computer processor for measuring physical activity and producing an electrical signal representing the physical activity, measuring physical object with an X-ray and converting the X-ray into an electrical signal representing the physical object, or converting energy waves into electrical signals representing a physical object).

- iii. Practical Application In the Technological Arts: Product claims 12-16 do not involve a practical application in the technological arts.
 - (1) A practical application is one that has a useful, concrete, and tangible result. Arguably, the process of applying marketing solutions is a useful result, however, the marketing solutions are not concrete and tangible as recited in the claims. The marketing center is configured to apply the identified marketing solutions, but the marketing solutions are not positively recited in the claims, and the marketing solutions encompass a telephone "call" which is not a concrete and tangible result, but is rather an intangible result.
 - (2) The process performed by the product lacks a tie to any technology, and the claimed steps, performed by the product, do not

Art Unit: 3623

require any use of the technology to implement the invention. The product claims do not recite any limitations that involve a technology, and the process steps performed by the product do not require use of any technology to implement the invention. The retrieving data from the component memory, storing the data, associating the data with a device, searching the database for the device, and applying predetermined marketing solutions, as recited in claims 12-16, are all accomplished in the abstract without applying, involving, using, or advancing any technological art. The recitation in the claim of a "system" is not limited to a technological art, but rather a product for performing a process. The recitation of "database" in the claim is not limited to a technological art, because a database is a collection of data organized for search and retrieval, which may be printed matter, not necessarily a computer.

Page 5

Therefore, claims 12-16 are directed to nonstatutory subject matter.

b. Further regarding claims 12-16, the broadest reasonable interpretation of the claimed invention as a whole encompasses a human being as part of either or both of the centers. As to the recycling center it is implicit in the specification that it encompasses human beings because the center "receives depleted toner cartridges" which is not a task assigned to a computer. As to the marketing center the specification reads that it includes "personnel." Therefore, claims 12-16 are directed to nonstatutory subject matter.

Art Unit: 3623

c. Regarding claims 17-20, the claimed invention is a series of steps to be performed on a computer. A claimed process may be statutory if it falls within one or both of the safe harbors of post-computer activity or pre-computer activity or if it is limited to a practical application in the technological arts. The above comments regarding the process claims 1-11 are also applicable to claims 17-20.

- i. Post-Computer Activity: Process claims 17-20 do not encompass post-computer activity. The process of identifying a customer, and distributing marketing information is not post-computer activity, i.e., independent physical acts; but instead include computer activity alone. The embodiment that includes distributing marketing information via email (p.18, l.3) is not post-computer activity because it is performed within the computer.
- ii. Pre-Computer Activity: Process claims 17-20 do not encompass precomputer activity. The process of identifying a customer, and distributing
 marketing information is not pre-computer activity, i.e., manipulation of data
 representing a physical object or activity; but instead the process merely transfers
 data from the component to the database, stores the data (unchanged), associates
 the data (printing device) to another set of data (marketing solutions), searches the
 data, and distributes marketing information without transformation of signals
 representing physical objects or activity (e.g., computer processor for measuring
 physical activity and producing an electrical signal representing the physical
 activity, measuring physical object with an X-ray and converting the X-ray into

an electrical signal representing the physical object, or converting energy waves into electrical signals representing a physical object).

- iii. Practical Application In the Technological Arts: Product claims 17-20 do not involve a practical application in the technological arts.
 - (1) A practical application is one that has a useful, concrete, and tangible result. Arguably, the process of distributing marketing information is a useful result, however, the marketing information recited in the claims is not concrete and tangible. The marketing center is configured to apply the identified marketing solutions, but the marketing solutions are not positively recited in the claims, and the marketing solutions encompass a telephone "call" which is not a concrete and tangible result, but is rather an intangible result.
 - (2) Mere ideas in the abstract that do not apply, involve, or advance the technological arts fail to promote the "progress of science and the useful arts" and therefore are found to be nonstatutory subject matter. For a process claim to pass muster, the recited process must somehow apply, involve, use, or advance the technological arts. In the present application, the process lacks a tie to any technology, and the claimed process steps do not require any use of the technology to implement the invention. The process claims do not recite any limitations that involve a technology, and the claimed process steps do not require use of any technology to implement the invention. The steps of identifying a customer, and

Art Unit: 3623

Page 8

distributing marketing information, as recited in claims 17-20, are all accomplished in the abstract without applying, involving, using, or advancing any technological art. Each of the steps may be accomplished manually, or using pencil and paper.

Therefore, claims 17-20 are directed to nonstatutory subject matter.

d. Regarding claims 21-25, the claims recite data stored in a database. The data does not impart any functionality to either the data as claimed or to the computer database. As such, the claimed invention recites nonfunctional descriptive material, i.e., mere data. Nonfunctional descriptive material stored on a computer readable medium is merely carried on the medium, it is not structurally or functionally interrelated to the medium. Therefore, claims 21-25 are directed to nonstatutory subject matter.

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

5. Claims 12-16 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

The preamble of claims 12-16 reads "A system, comprising" however, the body of the claims recite a database (possibly a computer structure) and two "centers" that are described in terms of their attributes. It is unclear from the claim whether the centers

Application/Control Number: 09/820,453 Page 9

Art Unit: 3623

include a facility containing persons or whether the centers are computer structure alone. The claim is limited to a system, not a computer system or a computer processing system or a system for performing a function. The structure that the invention comprises is not clearly set forth in the claims.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

- (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.
- 6. Claims 21-23 are rejected under 35 U.S.C. 102(b) as being anticipated by Magnet (article, Who's winning the information revolution).

Magnet discloses a marketing system that includes issuing a coupon to a customer based on the customer's use (product contained in the customer's cart) of the product. It is inherent in the system that it includes a database having fields that contain data about the product (scanned information), data about the customer, and data about the marketing solution (which product coupon to issue to the customer). The marketing solution field inherently contains the usage criteria insofar as the coupon is issued based on whether the customer is purchasing a particular product. Also, it is inherent that scanner devices operate using a unique identifier for the product that is scanned because the system scanner determines which particular products are in the customer's cart.

Application/Control Number: 09/820,453 Page 10

Art Unit: 3623

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

- (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.
- 7. Claims 1-5, 7-11, 17, 18, and 20 are rejected under 35 U.S.C. 103(a) as being unpatentable over McMahon (US-5789732) in view of Bullock (US-5835817).

Regarding claims 1, 2, 4, 5, 7-11, 17, 18, and 20, McMahon discloses a method for retrieving data from the memory on a replaceable component (consumer card 10); storing the data in a marketing database (coupon generating system, c.4, 1.10-42); associating the data with products (purchasing history of the consumer); searching the database for products (coupon and promotional discount opportunities for various products previously purchased that can be used in the current visit, c.4, 1.19-22); and applying a predetermined marketing solution (download coupon and promotional discount opportunities that are redeemed at the point of sale, c.4, 1.22-35).

McMahon lacks the method being applied to a replaceable component used in a printing device.

Bullock teaches a printing device component that is replaceable and has a memory chip that stores information related to the usage of the device (cartridge stores data on its memory chip, c.7, l.55-60) and marketing information may be gathered about the printer use.

It would have been obvious to modify the method of McMahon to include information about print cartridge usage, such as suggested by the Bullock method, in order to ensure that a

customer receives appropriate coupon and promotional discounts based on the customer's use of print cartridges.

Regarding claim 3, the data stored about the printing device is at the "environment" level as broadly recited, insofar as the data includes information about the shelf life of the cartridge (c.7, 1.24-28).

8. Claims 6 and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over McMahon (US-5789732) and Bullock (US-5835817), as applied to claims 1 and 17 above, and further in view of Burdick (US-5625816).

Burdick teaches a quality control data that permits users to improve quality based on the data about a particular device, element of a device, or production line. It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the McMahon and Bullock combination to include a quality control data field, such as taught by Burdick, in order to improve the quality of the printer cartridge based on the data that is retrieved from the memory chip on the printer cartridge.

9. Claims 12, and 14-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bullock (US-5835817).

Bullock discloses a system comprising a marketing database (marketing information is gathered from the used cartridges, c.7, l.58-60); the marketing database is capable of storing information about a customer as broadly recited (for example, the cartridge marketing data includes information about the cartridge supplier); a recycling center (mail-in program, c.7, l.58);

and a marketing center (manufacturer marketing information, c.7, 1.58-60); the marketing center database is searched for criteria to optimize parameters on the cartridge chip which is a type of marketing solution and quality control insofar as the optimization of the cartridge parameters would enhance the product efficiency and possibly improve sales.

10. Claim 13 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bullock (US-5835817), as applied to claim 12 above, and further in view of McMahon (US-5789732).

McMahon teaches a replaceable component (consumer card) that has a memory chip that stored information about the consumer and the consumer's product usage. McMahon teaches a targeted marketing solution that includes advertising a coupon or promotional discount to a consumer. It would have been obvious to one of ordinary skill in the art to modify the marketing system of Bullock to include an targeted market advertising solution, such as suggested by McMahon, in order to focus improved sales on the market that uses a particular product, i.e., the printing cartridge.

11. Claim 24 is rejected under 35 U.S.C. 103(a) as being unpatentable over Magnet (article, Who's winning the information revolution), as applied to claim 21 above, and further in view of Burdick (US-5625816).

Burdick teaches a quality control data that permits users to improve quality based on the data about a particular device, element of a device, or production line. It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Magnet to include a quality control data field, such as taught by Burdick, in order to improve the quality

of the printer cartridge based on the data that is retrieved from the memory chip on the printer cartridge.

12. Claim 25 is rejected under 35 U.S.C. 103(a) as being unpatentable over Magnet (article, Who's winning the information revolution).

Magnet is silent as to the particular unique identifier of the product within the database.

The examiner takes official notice that the use of model numbers and serial numbers is a well known expedient in the business field of marketing and sales in order to more accurately track information related to product and component performance and sales. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Magnet to include model and serial number of the printer, in order to more accurately track information regarding the performance and sales of a printer or its components.

Response to Arguments

- 13. Applicant's arguments filed 21 March 2005 have been fully considered but they are not persuasive.
- Neither amendment to the claims nor an argument has been made in response to the rejection of claims 12-16 under 35 U.S.C. 101 made in the previous Office action and repeated in paragraph 4b above. Applicant has not stated on the record that the claims do not include a human being in their scope.

- □ In the response, page 10-11, applicant argues that claims 12-16 are statutory because they recite a "system" described in the specification beginning on page 7, line 14 and depicted in figure 2. The argument has been considered but is not deemed persuasive because:
 - The description in the specification cannot be incorporated into the claims. Applicant has not claimed the system in terms of "means for" or "step for" language, so the claims have been given their broadest reasonable interpretation *in light of* the specification without incorporating limitations from the specification into the claims.
 - The *claimed* invention is not a specific machine or manufacture defined by structure, but is rather *any machine or manufacture*, i.e., the general software functionality claimed (and disclosed) is not a specific software and as such is reviewed for compliance with 35 U.S.C. 101 under the same computer-related invention standard as a process. Thus, the functionality of the "system" must meet the requirement of a practical application in the technological arts. As noted in the first Office action and repeated above, the claimed "system" does not fall within the safe harbors of post-computer or pre-computer activity. Further, although the claimed "system" has a result, e.g., applying a marketing solution, the result as claimed is not concrete and tangible and does not fall within the technological arts.
- In the response, page 11-12, applicant argues that claims 17-20 are statutory because they recite a "method" that includes "marketing information" which is "particular (concrete and tangible) information (result), specifically products associated with the customer use of the printing device or printing device replaceable component." The argument that the term "particular" renders the information concrete and tangible is not persuasive because:

Art Unit: 3623

The term "particular" is not recited in the claims.

• The argument that the particular information is "products associated with customer use of the printing device or printing device replaceable component" is inaccurate insofar as the *claimed* marketing information that is distributed is nothing more than an abstract idea.

Moreover, the claimed distributing step is not external to the computer.

- In the response, page 12-13, applicant argues that claims 21-25 are statutory because they are directed to "each record that comprise a database, and not to data" and as such are "data structure." The argument has been considered but is not deemed persuasive because:
 - The data structure has not been interrelated to the computer readable medium. In accordance with MPEP § 2106, data structures not claimed as embodied in computer readable media are descriptive material per se and are not statutory because they are not capable of causing functional change in the computer. The data structure does not define any structural and functional interrelationships between data structure and other claimed aspects of the invention that permit the data structure's functionality to be realized. The claim (as set forth in the preamble) is directed to a database, not computer readable media. The fields that are recited in the body of the claim do not permit the data structure's functionality to be realized, i.e., the claims are not directed to a computer readable medium encoded with data structure.
- □ In the response, page 13-14, applicant requests that the rejection of claims 12-16 under 35 U.S.C. 112, second paragraph, be withdrawn. In support applicant argues two points: that the claim need not explain the invention, but instead state the legal boundaries of the patent

grant; and, a claim is not indefinite because it is hard to understand. The argument has been

considered but is not deemed persuasive because: .

- The claim is "unclear" as to the metes and bounds of patent protection desired, i.e., whether applicant is intending to claim a facility containing persons, i.e., nonstatutory subject matter, or whether the center is limited to computer structure alone. The examiner has not asked applicant to explain the technology or how it works, but rather has given applicant notice that the breadth of the claim language is such that it may be directed to nonstatutory subject matter (human being) because the terms "system" and "center" are not definite as to their scope in the claims of the present application. Due to the *lack of clarity* and the indefiniteness between the preamble "system" and the "center" recited in the body of the claim, both rejections under 35 U.S.C. 112, second paragraph and 35 U.S.C. 101 have been repeated herein. Applicant has not stated on the record that the claims do not include a human being in their scope.
- □ In the response, page 14-16, applicant argues that Magnet fails to disclose or teach the "record" data structure recited in claim 21. The argument has been considered but is not deemed persuasive because:
 - The examiner rejected the claims insofar as the claimed elements are inherent in Magnet.

 In support of the rejection, the examiner notes two bases of reasoning. First, the use of a database having records comprised of fields is inherent in Magnet because that is how a computer works. Applicant acknowledges that issuance of a coupon is a promotion, or in other words a marketing solution. Hence, a marketing solution field would be inherent in Magnet. The marketing technique used in Magnet is targeted marketing, thus, the

database would include "product identifier" and "usage" as broadly recited. Finally, the promotion is targeted to a particular user, or client.

- Second, applicant refers to the fields as elements of the claim. The examiner has taken a reasonable, yet broader interpretation of the claim in that the preamble is directed to a database, not a computer readable medium, so the claim has been rejected as failing to comply with 35 U.S.C. 101 because it is directed to nonstatutory subject matter, i.e., mere data. As such, the rejection of the claims as being anticipated by Magnet under 35 U.S.C. 102 is maintained herein. The particular type of data is not of any import to the claimed database, as interpreted by the examiner.
- In the response, page 16-21, applicant argues that the combination of references as applied to the claims is improper. The argument has been considered but is not deemed persuasive.
 - Although McMahon is generally related to marketing to consumers based on purchasing history, the combination of McMahon as modified by Bullock's data related to a printing component would have been obvious as noted in the rejection above.
 - The claims are broad. For example, the recitation of the location of component memory (e.g., claim 1, on a replaceable component used in a first printing device) is intended use of the memory and has not been given patentable weight in the process claim. In fact, the method steps include retrieving data (no particular data is retrieved) from the component memory, then searching the database for a *second* printing device and apply a marketing solution for the *second* printing device. The retrieved data from the component memory is not required for any of the later recited process steps of searching and applying as evidenced by claim 2 which further limits the applying step to include notifying a

customer that uses the second printing device of a product related to the second printing device. The search criteria are not related to the data retrieved from the component memory in the retrieving step.

Conclusion

10. THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Tamara L. Graysay whose telephone number is (571) 272-6728. The examiner can normally be reached on Mon - Fri from 8:30am to 5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz, can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Art Unit: 3623

Page 19

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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